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2002 CTS AMENDMENTS
to the
Management and Marketing
Guide to Standards and Implementation

Summary of Curriculum Changes

- Clarification to the prerequisite requirement for MAM3080: Communication Strategies 3.
- Effective September 2002, Section I has been removed from all CTS strands and replaced with a general information page.

Section B

- **Remove** pages B.5–B.6 (Revised 1999) and **replace** with new pages B.5–B.6 (Revised 2002).

Section I

- **Remove** Section I (1997) and **replace** with new page I.1 (Revised 2002).

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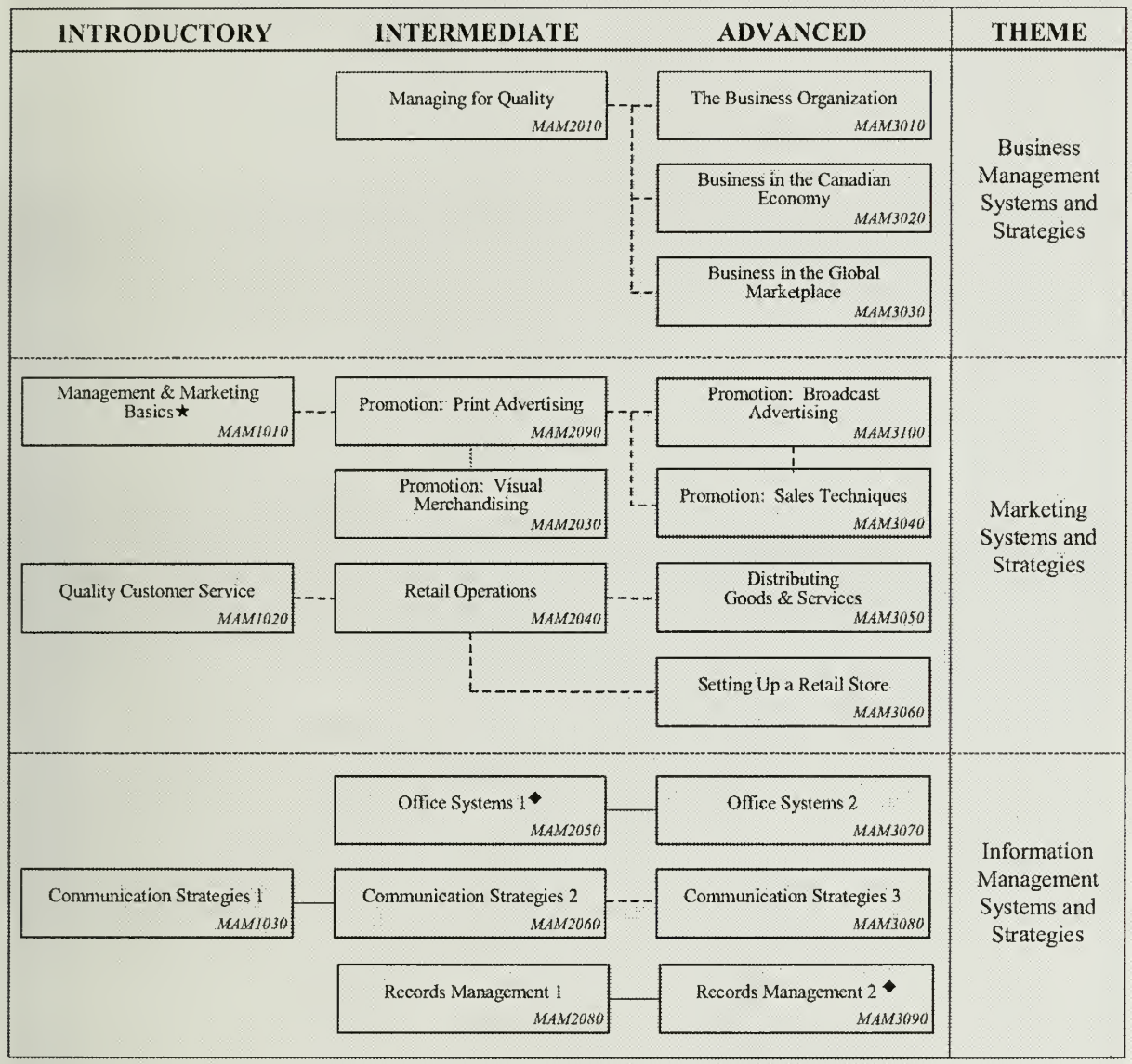

——— Prerequisite - - - - - Recommended sequence

★ Course provides a strong foundation for further learning in this strand.

◆ Refer to specific courses for additional prerequisites.

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COURSE DESCRIPTIONS

Course MAM1010: Management & Marketing Basics
Students identify basic management and marketing concepts, and describe retail merchandising strategies of value to the retail employee, manager or owner.

Course MAM1020: Quality Customer Service
Students identify and describe the target customer and the selling floor, including sales and nonsales activities.

Course MAM1030: Communication Strategies 1
Students improve oral and written business communications skills necessary for efficient and effective management of information. The focus is on business writing strategies and composing at the computer when preparing memorandums, e-mail messages and business letters.

Course MAM2010: Managing for Quality
Students demonstrate basic managerial skills, by assuming roles and responsibilities of management to coordinate available resources to achieve quality results.

Course MAM2030: Promotion: Visual Merchandising
Students identify different types of visual merchandising, and describe how to construct attention-getting displays and how to evaluate visual merchandising.

Course MAM2040: Retail Operations
Students identify retail operations that are typically performed off the selling floor, away from customers.

Course MAM2050: Office Systems 1
Students identify and describe strategies and procedures in the office environment and managing processes and protocols related to electronic equipment, written communication transmittal and business travelling arrangements.

Course MAM2060: Communication Strategies 2
Students improve their basic oral and written communication strategies necessary to efficient and effective management of information. The focus is on technical writing strategies and composing at the computer when preparing informal business reports and proposals.

Course MAM2080: Records Management 1
Students demonstrate basic records management skills for a manual records system, emphasizing alphabetic coding procedures.

Course MAM2090: Promotion: Print Advertising
Students are introduced to communication channels, delivery strategies and advertising media that can be used to inform potential customers about products and services available in the marketplace.

Course MAM3010: The Business Organization
Students identify and describe organizational structures, management theories and organizations as working units. Students also explain their beliefs of what successful organizations might look like in the future.

Course MAM3020: Business in the Canadian Economy
Students expand and relate their knowledge of economics to how business decisions are made within the community, the province, nationally and internationally.

Course MAM3030: Business in the Global Marketplace
Students identify the opportunities and challenges that confront business people in establishing a global business operation.

Course MAM3040: Promotion: Sales Techniques
Students learn techniques for successful selling.

Course MAM3050: Distributing Goods & Services
Students explore the channels of distribution and modes of transportation used to direct goods from the producer to the consumer.

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Section I: Learning Resource Guide

NOTICE

Effective September 2002, Section I has been removed from all CTS strands and replaced with this general information page.

Alberta Learning authorizes a variety of resources that support learning and teaching in this strand. Teachers are encouraged to browse the Alberta Learning Web site at <http://www.learning.gov.ab.ca> on a regular basis for the most up-to-date information on:

- authorized resources; i.e., student basic, support and authorized teaching
- provincial software licensing agreements
- additional sources of support.

The lists of authorized resources that were previously included in Section I of the *1997 Guides to Standards and Implementation* have been deleted. Up-to-date listings of authorized resources are available at the Alberta Learning Web site and can be accessed through:

- Authorized Resources Database, a searchable online index of every approved learning and teaching resource for use in each subject area. The database is searchable for each 1-credit course.
- Learning Resources Centre (LRC). The LRC ensures accessible, available and affordable resources to enhance learning to all Alberta students.

A variety of documents and related sites are also accessible at the Alberta Learning Web site. These include:

- *Connection: Information for Teachers*, an online information newsletter for administrators, counsellors and teachers. It includes information on curriculum, resources, assessment, technology, new initiatives and projects.
- Learning Technologies Branch, a partnering branch that develops and provides information about distance learning programs and other learning alternatives offered by Alberta Learning.
- 2Learn Alliance, an education–business partnership that provides Internet inservice, support and mentorship for Alberta teachers.

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